

EAEP European Association of E-Pharmacies

Positioning Paper / PRIVACY

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THE EAEP POSITIONING ON PRIVACY

We Comply with Stringent Data Protection Regulations

E-pharmacies enable patients to obtain medicines and medical aides discreetly and without disclosing sensitive personal health data to the public. European online pharmacies are subject to the high standards of the European General Data Protection Regulation (GDPR). E-pharmacies neither collect, nor process, nor transfer any kind of personal data without a legal basis. The fulfillment of information duties and all other compliance requirements of the GDPR is a matter of course. Among others, the principles of lawfulness, fairness and transparency, as well as the principles of data minimisation, data economy and purpose limitation form the basis for designing the company's processes. Only data that are needed to run the business and to help achieve optimal health outcomes for customers are collected and processed.

Our Customers Decide how their Data can be Used

It is up to the patients to decide if and how their data are to be used outside of order processing or legal obligations. E-Pharmacies do not use sensitive personal data for own or external advertising purposes unless the patient has explicitly consented.

All Patient Data are Protected by State-of-the-art Encryption Technology

The data transfer between patients and online pharmacies is carried out using state-of-the-art encryption methods that effectively protect patient data against unauthorised access. Only persons authorized to receive and process orders gain knowledge of sensitive patient data.

In-house Data Protection Experts

Expert professionals are available by mail, telephone or chat to help patients with any questions regarding their data privacy rights. All e-pharmacies have a specially trained data protection officer who monitors the company's compliance with the legal requirements. Online pharmacies work with regulatory authorities to continuously improve their data protection management.